Hi all,

Here's the email I sent to Nicola a month back. Based on my own evolving thoughts on how the WFC can succeed long-term. Not a huge amount of detail here, and mostly aspirational, but its nice to dream!

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The good news is that are now dozens of talented Film/AV creators in the town. And by creators I'm including photographers, writers (screen and stage), videographers, production managers, graphic designers, VFX whizzkids etc.

​So the question is: why has there never been a viable Film Centre in  Waterford? Answer: most films and tv shows are made within the confines of Dublin County/Wicklow. ​And up til recently that's where all our best talent moved to. But that has changed over past decade as technology became more accessible and affordable. Low rent is cool too.

People like John Loftus, Amy Kirwan, Tom Grace, Dara/Evin, Colm Williamson, Paul Bolger,  Keith Currams and Matthew Reilly have stayed or returned to the Deise.

Also we have organisations like Eadaoin Breathnach's Rigout Productions, as well as Central Arts, Loosescrew, Imagine Festival,  GOMA,  Sonic Arts Festival Labyrinth Events - where theatre, music and film are increasingly overlapping.

But such a 'Centre' must be future-proofed to sustain and grow. It must provide a way for the interns (and it'll mostly be staffed by interns for first couple years) to become full-time workers within the facility. For that to happen we must have an assembly line of productions on the go at all times. Week in week out.

Filmbase in Dublin is the template we must follow short term.

 If  RTE , BBC and HBO set up shop here - grand. Perfect. But I don't see it happening unless the Council pumps millions toward that outcome.

So, in medium-to-longterm, the WFC ***must embrace New Media to succeed***.

***New Media does not cost millions to produce.*** It can come in many forms. E.g. Online adverts, short films, viral comedy, music videos, live broadcasts.

New Media doesn't require millions..... But does require tens of thousands - and audio-visual studio space and equipment. For 50k we could kit out a facility in order to create daily content for online consumption. With, perhaps, a tie-in  deal with, say, Waterford Whispers to share content to their millions of Facebook users.

So short term - Filmbase is the path (equipment hire / training courses / editing suites etc).

<http://filmbase.ie/training/upcoming-courses/>

Longer term - New Media. Ideally.....something like YouTube Space. (Youtube are setting up New Media studios around the world to pump out exclusive content):

<https://thenextweb.com/google/2013/07/04/thenextweb-visits-youtube-creative-space-in-los-angeles/#.tnw_RhfVIlWf>

Of course both above examples are the results of serious cash input. But these are the standards we, and the council should be aiming for (hopefully in our own lifetimes!)

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